

Attachment IV.A.2011

City of Glendale

Public Information and Participation Activities

“I Love My Neighborhood” Poster Contest: Using an anti-litter/graffiti curriculum developed by Neighborhood Services and the Committee for a Clean & Beautiful Glendale, elementary school students submit posters depicting neighborhood pride (2011 Theme: “Knock Out Graffiti in Glendale). A 5th grade student was the Grand Prize winning artist. Her winning poster was reproduced and distributed throughout the community. In 2011 close to 10,000 students participated.

“23rd Annual Great American Clean-up Day”: Neighborhood Services, the Committee for a Clean & Beautiful Glendale (CCBG) and other community-based organizations co-sponsor this annual event. Over 600 volunteers (including school clubs and groups) spent the day painting out 75,000 square feet of graffiti and picking up approximately 15,000 pounds of litter from 55 miles of city streets and alleys.

Keep America Beautiful Cigarette Litter Prevention Program (CLPP):

Neighborhood Services and the Committee for a Clean & Beautiful Glendale (CCBG) continued to work closely with Keep America Beautiful, the Department of Public Works, the Downtown Glendale Merchants Association, the Kenneth Village Merchants Association, and the Adams Square Merchants Association to complete another successful CLPP project year. CLPP’s purpose is to educate the public about cigarette litter and to deter cigarette litter from ending up in storm drains. Publicity materials were distributed in different business districts and special cigarette butt receptacles were installed along these areas as well. The program significantly reduced the amount of cigarette litter that ends up on the ground and in storm drains. Neighborhood Services continues to operate this program and estimates collecting approximately 200,000 cigarette butts per year, which would otherwise end up in local storm drains.

“NSTV” – Neighborhood Services TV: This television program highlights CCBG-sponsored programs, code enforcement, and issues relating to neighborhood quality. Special emphasis is placed on ongoing litter prevention efforts. NSTV airs periodically on GTV-6 with special segments focusing on specific types of litter and their contamination of storm water. Special anti-litter PSA’s aired separately.

GTV-6: Neighborhood Services works to produce multi-lingual (English, Spanish, and Armenian) public service announcements and bulletins drawing attention to cigarette litter, storm water pollution and illegal shopping cart abatement.

Adopt-a-Block: Neighborhood Services and the Committee for a Clean & Beautiful Glendale provide individuals or groups the opportunity to adopt the neighborhood of their choice to perform duties such as graffiti removal and litter pick-up. City staff provides

supplies and technical assistance as needed. To date there are 62 active groups removing litter from over 30 linear miles of city streets.

Middle School Jr. Ambassador Program: Partnering with Integrated Waste Management, Neighborhood Services educated middle school students at two local middle schools about the importance of litter prevention, storm water pollution prevention & recycling. Students elected to conduct bi-weekly clean ups around their campus neighborhood to prevent litter from being washed into storm drains. Over 2,000 students at both schools screened a documentary about storm water pollution (Synthetic Sea: Plastics in the Open Ocean – Algalita Marine Research Foundation) to learn about the perils of litter that travels through storm drains, ending up in the ocean. The Junior Ambassadors developed an anti-litter PSA educating residents not to throw litter into storm drains, as it ends up in the Los Angeles River and eventually reaches the Pacific Ocean.

Clean Up Days: Neighborhood Services and the Committee for a Clean & Beautiful Glendale co-sponsor special clean-up days throughout the city with volunteer groups from various area schools. Over 200 volunteers participated in the Foothill Community Clean Up Day consisting of volunteers from the Foothill area of the City.

Target Litter: Residents are encouraged to do their part to keep Glendale clean by reporting areas overrun by litter. A sign and trash receptacle is then placed in the area encouraging all residents to keep the area litter-free. Twelve (12) new trash receptacles were installed during the past year.

Shopping Cart Containment Ordinance: Through the efforts of Neighborhood Services, the City of Glendale is the first city, nationwide to adopt a code (No. 5453) that requires merchants with shopping carts to contain/control them on their properties. This ordinance became effective in 2005 and continues to deter thousands of shopping carts from being abandoned in neighborhoods and in the L.A. River.

Litter Index Survey: The litter index is a tool used to assess the presence of litter in the community. It is a street-by-street survey of 24 routes throughout the community, which is applied annually, at approximately the same time every year. The Litter Index uses a four-point scoring system to estimate the presence of litter in the area to be scored. A trained scorer will be driven through various mapped out sub-areas and give each a score, rating the amount of litter observed as follows:

- 1 represents “No Litter”
- 2 represents “Slightly Littered”
- 3 represents “Littered”
- 4 represents “Extremely Littered”

The final index results are useful in developing a public education strategy for the year. Glendale’s Litter Index score for 2011 is **1.4**, the same as the previous year.

“Don’t Trash Glendale” Campaign: An anti-litter campaign which augmented the City’s existing programs, which includes signs on City trash trucks and buses, informational pamphlets and signage in English, Spanish, and Armenian.

Annual Cruise Night Festival: Public Works Staff setup an information booth at the Annual Cruise Night Festival where various storm water pollution outreach materials were distributed.

City of Glendale Public Works Day: Glendale residents, staff, and schools are all invited to attend this annual event. Public Works Staff distributes storm water pollution prevention materials and answers questions regarding this type of pollution.

Inspector Litter: This outreach program was created last year and continues to gain popularity among residents. All city-owned trash trucks and Glendale Beeline Buses were fitted with large posters on the sides of the vehicles (different languages on each side) depicting “Inspector Litter” and the importance of not littering.

City Views: The City of Glendale publishes a quarterly newspaper to inform residents about what is going on in the city organization and the community. Articles promoting Neighborhood Services’ environmental stewardship programs appear in each issue. City Views is mailed out to 90,000 homes and businesses each quarter. Every issue has a page dedicated to storm water pollution prevention topics.

Utility Bill Inserts: Informational inserts about cigarette litter and other litter prevention programs. Inserts are mailed out to 90,000 homes and businesses.

Newspapers: Multi-lingual articles promoting programs and community clean-up events appear regularly in local newspapers.

Flyers: Neighborhood Services distributes multi-lingual flyers promoting its programs and events in a number of ways. Flyers are displayed in City public counters, including those at police and fire stations and libraries. Hospitals, businesses, and the local Chambers of Commerce display flyers as well. Neighborhood Services partners with the Glendale Unified School District to send home flyers with 30,000 elementary school students via the “Thursday Folder,” a folder containing informational materials parents must review each week.

World Wide Web: Neighborhood Services programs and events are featured online via the Neighborhood Services website, www.ns.ci.glendale.ca.us, and the City of Glendale website, www.ci.glendale.ca.us. Community partners provide links from their own websites. Neighborhood Services events are registered with USA Today’s “Make a Difference Day” website, www.makeadifferenceday.com.

Community Information Fairs and Presentations: Neighborhood Services members and staff participated in 71 community information fairs this past year. Literature and promotional items were distributed to residents. Neighborhood Services staff members

make presentations to service clubs, merchant associations, school clubs, Neighborhood Watch groups and homeowner's associations upon request.